

Copy to Dr. H. Wakeham
Copied 11/6/77

THE TOBACCO INSTITUTE, INC.

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December 27, 1976

FREDERICK PANZER
Vice President

Mr. Alex Holtzman
Philip Morris, Inc.
100 Park Avenue
New York, N.Y. 10017

Dear Alex:

I sent Wakeham's letter to SCIENCE around to Drs. Waite and Kastenbaum and Bill Kloefer for comment.

Attached are two memos from the doctors. Kloefer had no comment to make regarding word changes, his main reaction being negative to any response to the Gori article.

My own feeling as I believe I expressed over the phone is similar to Kloefer's. What exactly does Wakeham intend to accomplish? Do other scientific directors feel the same way? Is there a record of criticism within the TWG of which Wakeham is a member? The only worthwhile bone of contention that I see is in the relevance of the actual numbers of the critical values. While it may be necessary for companies to go on the record disclaiming the premise of Gori's work (i.e. cigarette smoke causes disease) that position must seem to have little public credibility and contradictory to the impression people are receiving from present cigarette advertising and promotion.

Call me if you would like to pursue this matter further.

Sincerely,


FRED PANZER

FP/pgd

Attachments

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